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RURAL AREAS DEVELOPMENT

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CURRENT SPECIAL REPORT

newsletter

September 1962

No. 47

*We must show the
world what a
free economy can do
...to put unused
capacity to work,
spur new
productivity and
foster higher
economic growth.
President Kennedy.*

RAD ADVISORY COMMITTEE TO MEET IN ST. LOUIS

■ The 35-member National Advisory Committee on Rural Areas Development will meet in St. Louis, Mo., September 18-19, in conjunction with the first Land & People Regional Conference, September 17-18. A report of the sub-committee on family farm policy review, which met in Chicago in August, will be presented to the full RAD committee.

SECRETARY CITES PURPOSE OF LAND & PEOPLE CONFERENCE

■ Local, area, and state RAD leaders are urged to attend one of the five regional Land & People conferences and to express their opinions on matters of vital concern to Rural Development and Conservation in their regions. Secretary of Agriculture Orville L. Freeman says:

Rural America faces many problems -- some old, some new -- that demand the best kind of long-range planning and lots of work on specific economic development projects by local leaders if the economy and heritage of American rural life are to be maintained.



The Secretary hopes to acquaint local leaders with the various services of the Department that can be used to assist in strengthening and developing rural America. At the same time he seeks suggestions for improving those services as an appropriate and effective response to expressed needs.

These conferences will be open for public participation. The dates, and places of the conferences are: St. Louis, Mo., Ambassador-Kingsway Hotel, September 17-18; Portland, Ore., City Auditorium, October 1-2; Denver, Colo., Hilton Hotel, October 8-9; New Orleans, La., Loyola University, October 15-16; Philadelphia, Pa., Sheraton Hotel, October 22-23.



FOREST SERVICE ISSUES A RAD INFORMATION AID

■ The Forest Service, USDA, has released an illustrated bulletin, "Forest Recreation For Profit -- Self-Help Suggestions for Rural Areas Development," which explains how owners of small woodlands can help meet public need for additional recreational facilities by converting portions of their properties into money-making recreation areas. The booklet also suggests how to make an overall plan for development of a recreation area. It includes detailed site plans for tent camp units, picnic units, and trailer units. Other aspects of the business, such as maintenance and operation, safety, promotion and publicity, and sources of technical assistance for the owner are discussed. Copies are available. Write: Editor, Rural Areas Newsletter, U. S. Department of Agriculture, Washington 25, D. C.



RAD ACTIVITIES GENERATE NEW JOBS IN 48 STATES

■ Today, there is RAD activity in 48 of our states in addition to Puerto Rico and American Samoa. Nearly 50,000 rural and small-town community people are hard at work on rural areas development. And, as a result, 2,700 rural areas development project proposals have been conceived, 900 of which are on their way to becoming realities.

These locally-developed RAD projects have created new employment for more than 12,000 rural people, thus adding several millions of dollars of purchasing power in rural America. When the other 1,800 projects are developed, an estimated 25,000 more new jobs will be created.

Coupled with the additional aids available from the Area Redevelopment Act, administered by the U. S. Department of Commerce, the more than 760 predominately rural designated ARA counties developed 219 projects, 48 of which have already received ARA assistance and resulted in over 7,000 new jobs.

Also, around 5,000 rural people are receiving or will receive training for new occupations -- welder, typist, waitress, electrician, plumber, mechanic -- while receiving financial assistance under the Training and Subsistence Program. The Manpower Development and Training Act is expected to result in stimulating additional training programs in rural areas.

Incidentally, Federal Extension Service has just published a leaflet called: "Job Training for Rural People -- An Aid in Rural Areas Development," which points out training programs. Copies are available from Editor, Rural Areas Development Newsletter, USDA, Washington 25, D. C.

RAD ENCOMPASSES THE WORK OF MANY FEDERAL AGENCIES

■ John A. Baker, assistant secretary of rural development and conservation, U. S. Department of Agriculture, points out that the development of rural areas encompasses the work of many agencies of government. For example, highways built by the Department of Commerce open rural areas to markets. Bureau of Reclamation projects create new power and water supplies which bring about economic growth in rural areas surrounding them.



Health, Education, & Welfare Department water pollution abatement programs have a definite relationship to rural areas development. Development activities on Indian reservations have a favorable impact on surrounding rural areas. Small Business Administration loans in rural areas promote economic growth. Community facilities loans by the Housing and Home Finance Administration and water association loans by Farmers Home Administration, USDA, are both effective in stimulating economic development.

PENNSYLVANIAN TURNS DAIRY FARM INTO RESORT

Robert Stevens, Tunkhannock, a few years ago felt that dairy farming was not profitable enough. So, he sold his herd of 140 cows, constructed a nine-hole golf course, added a 12-lane bowling alley and converted his milking parlor into a restaurant. From 600 to 800 golfers use the course weekly.

This one-man rural areas development recreation project cost Mr. Stevens \$400,000. The former dairyman, now turned resort-owner plans to expand, to install a ski slope with lift and a tourist court. Other possibilities include camping areas, horseback riding and swimming.

OHIO TV PROGRAM SHOWS HOW CITY PEOPLE ENJOY FARM VACATIONS



Three Columbus, Ohio, city families, recently were filmed for television presentation, enjoying vacations on farms. The program was part of a series presented by the Ohio Farm Bureau Federation. This one was entitled: "Recreational Areas -- A New Business for Farmers."

The city dwellers were filmed in and about the farms, the children learned to milk the cows, fished in the farm ponds, enjoyed recently-born calves and rode horses. The farm vacationers also participated in square dancing, and hunting.

JONESPORT, MAINE, HAS A NEW SMALL INDUSTRY

Through efforts of the local rural areas development committee, Charles Kilton, Jr., has started a new small business in Jonesport, Me., employing seven persons besides himself. Although this is a relatively small operation, it is providing needed jobs in the area and has potential for increase.

Kilton, experienced in woodworking and milling, set up a mill and is producing fence pickets and other small dimension lumber.

At present he saws cedar, which he markets in New York State and Maine. Kilton expects to use other woods, including poplar and spruce.

RECREATION BRINGS NEW LIFE TO OLD ENGINE

Thanks to the crying need for recreation, the little coal-burning, hard puffing Colorado engine on the run between Durango and Silverton is chugging its way out of oblivion and has become a whistling success as a major tourist attraction, bringing new income into the rural area while maintaining jobs.

The train makes its 45-mile runs only during the summer, before coming in to the round-house at the end of September. But during its runs the coaches are usually packed on the once-a-day trips. Passengers pay \$5.50 for the round-trip.

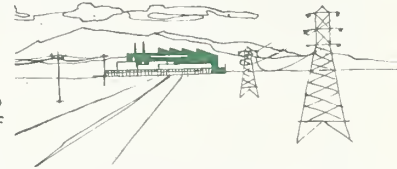
IDAHO ELECTRIC CO-OP MANAGER SPEAKS OUT FOR RAD

■ William T. Nordeen, manager of the Northern Lights Electric Cooperative of Sandpoint, Idaho, which recently helped one of its member-consumer, through a consumer facility loan, to finance new equipment, thus providing direct and indirect employment for 100 people, says:

"It is the duty of every rural electric cooperative to help our members solve their economic problems so that our rural areas will once again become strong and productive. If we are successful we can halt the exodus of our friends and children leaving the rural areas to seek employment in already-crowded urban centers."

REA LOANS BOOST RURAL AREAS DEVELOPMENT NATIONWIDE

■ As the result of REA-financed electric or telephone loans, more than 240,000 more rural people will reap the benefits of modern living this year. In addition, Rural Electrification Administration loans made during the year will mean increasing supplies of dependable, lower-cost power for hundreds of thousands of existing rural consumers. These two programs contribute much to rural areas development.



The availability of electric power and modern telecommunications stimulates economic development in rural areas, increases business, and opens up new job opportunities while improving the purchasing power of rural people. Surveys indicate that for every dollar invested in rural power facilities, four dollars are spent by the rural consumers for wiring, plumbing and electrical appliances and equipment. In addition electric power and modern phone systems in rural areas encourages the establishment of industry.

SLIDE AND FILMSTRIP NOW AVAILABLE ON RAD

■ This film slide and film strip presentation is intended as an aid in building up interest in Rural Areas Development and to stimulate questions that can lead to a better understanding of how to undertake rural redevelopment. There are 73 frames to the series, along with a 12-minute commentary. Cost is \$6 for the filmstrip, and \$9.65 for the slide set, which can be ordered from Photo Lab Inc., 3825 Georgia Ave., N. W., Washington 11, D. C.

REPORTS FROM STATE RAD LEADERS

■ Illinois -- Twenty-one counties have RAD committees. Interest for additional RAD committees has developed in 25 other counties. Electric cooperatives have held a series of RAD informational meetings around the State.

■ Kentucky -- Charles Garrison, Eastern Kentucky resource development specialist, reports an ARA industrial loan, coupled with two smaller Small Business Administration loans -- both of which Garrison helped develop -- were approved and will result in creating 80 new jobs for Elliott county residents. The loans will help a cabinet company expand.

■ Georgia -- Dewitt Harrell, secretary of the State's rural areas development committee writes: On March 2, 1962, fire destroyed a manufacturing plant in Screven County, Sylvania, Georgia, putting 350 people out of work. But on April 12, the redevelopment group from the county submitted their OEDP and a project proposal designed to reconstruct the plant. ARA approved and on July 30, the plant reopened.

Your Regional Conference on **LAND and PEOPLE**



Growth Through Agricultural Progress

Strengthening Rural America

- Rural-urban community planning
- Using and conserving natural resources
- Developing family farms
- Stimulating economic growth
- Preserving social values of rural life

This is your opportunity to be heard on matters of vital concern to Rural Development and Conservation in your region. The Secretary of Agriculture invites rural and urban leaders alike to come and discuss these topics with him and other USDA, State, and local officials at one of these Regional Conferences:

ST. LOUIS, Mo., Ambassador-Kingsway Hotel	September 17-18
PORTLAND, Ore., City Auditorium	October 1-2
DENVER, Colo., Hilton Hotel	October 8-9
NEW ORLEANS, La., Loyola University	October 15-16
PHILADELPHIA, Pa., Sheraton Hotel	October 22-23

The public is invited to participate.

UNITED STATES DEPARTMENT OF AGRICULTURE
In cooperation with State and local governments

THE LAND AND PEOPLE CONFERENCES

Rural America faces many problems--some old, some new--that demand the best kind of long-range planning by local leaders if the economy and heritage of American rural life are to be maintained.

Through a series of Land and People Conferences, the Secretary of Agriculture hopes to acquaint local leaders with the various services of the Department that can be used to assist in strengthening and developing rural America. At the same time he seeks suggestions for improving those services. The five regional conferences are a sequel to the National Land and People Conference held in Washington last January.

These conferences will be open for public participation. Representatives of private, local, State, and Federal agencies and organizations are encouraged to participate.

Secretary Orville L. Freeman will be chairman of each conference and will deliver the keynote address. Assistant Secretary John A. Baker, in charge of Rural Development and Conservation, will hear the reports of the discussion groups. Administrators of Department agencies will be present to answer questions from the audience.

PANEL DISCUSSIONS

Regional speakers familiar with local conditions, headed by the Governor of the host State, will present basic information in two panel discussions the first day of each conference.

Panel I. Rural Changes in our Region

Three panelists will be invited to define the economic and social forces now shaping agricultural and rural America and what their consequences may be for the region. They will discuss them under the following topics:

1. Origins and symptoms of change
2. The impact of change
3. Guidelines for remedial action

Panel II. Stimulating Economic Growth in Rural Areas

Four panelists from both rural and urban backgrounds will define goals and ways of achieving them in the region, under these topics:

1. Goals for rural development
2. Income and employment opportunities for people.
3. The physical resource base
4. The machinery of action

DISCUSSION GROUPS

You will have an opportunity to express your own views in one of four discussion groups that will convene as the third session of the conference (Monday evening, except at New Orleans). Each discussion group will have a recorder who will capture the consensus of the group to be reported to the final session of the conference. You may choose the group of your choice from the following:

Group 1. "How can family farms be strengthened for rural improvement and development?"

How can they adjust to the new era of productivity? How can they make the new technology work for them? How can they compete in today's economic arena?

Group 2. "How can new uses and conservation of land and water expand income, employment, and better living in rural communities?"

How can city, town, and country people work together to preserve our land and shape our rural heritage to meet the Nation's changing needs? How can the local economy be strengthened through the use of land and water resources to meet the needs of our growing population?

Group 3. "How can planning and implementation of economic development for a county or rural area be accomplished?"

How can local leadership take part in deciding what economic development should be attempted? What are the steps in accomplishing that development? What community facilities are required and how can they be provided?

Group 4. "How important is rural-urban community planning?"

What are the opportunities and the problems in the emerging mixed town-and-country economy--part agricultural, part industrial? How can young people be trained for job opportunities in both rural and urban communities? How can natural resources and social institutions be made to serve the needs of both town and country residents?

REPORTS FROM DISCUSSION GROUPS

At the final session of the conference, the discussion leader for each group will present his report summarizing the discussion and conclusions of the group. In this way your statement before the discussion group will find its way into the record of the conference.

Following each report, floor discussion and questions will be invited. Administrators of the agencies of the Department of Agriculture concerned with Rural Development and Conservation will be present to respond to questions from the floor.

AGENDA

Regional Land and People Conferences

MONDAY

Secretary Orville L. Freeman, Chairman

Forenoon

Opening--Governor of the host State

Keynote address: Land and People--Secretary Orville L. FreemanRural-Urban Interdependence in this Region--Regional speakerPanel I. Rural Changes in Our Region--Regional speakersAfternoonPanel II. Stimulating Economic Growth in Rural Areas--Regional speakersEvening (Tuesday forenoon at New Orleans)

Discussion groups:

1. How can family farms be strengthened for rural development?
2. How can new uses and conservation of land and water expand income, employment and better living in rural communities?
3. How can planning and implementation of economic development for a county or rural area be accomplished?
4. How important is rural-urban community planning?

Each person may attend and participate in the group of his choice.

TUESDAY

Assistant Secretary John A. Baker, Chairman

Forenoon (Afternoon at New Orleans)

Reports from the discussion groups

Question period with Agency Administrators on the platform

LOCAL ARRANGEMENTS

Local arrangements for each conference are under the direction of the State Director, Farmers Home Administration, of the host State. Persons attending the conferences are responsible for their own transportation and hotel reservations.